

Message Text

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PAGE 01 SEOUL 02538 300854Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-08 CIAE-00 INR-07 NSAE-00 /025 W

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TO USDOC WASHDC

INFO SECSTATE WASHDC 2929

UNCLAS SEOUL 2538

USDOC PAS OVERSEAS PRODUCTS & INVESTMENT OPPORTUNITY STAFF,
OFFICE OF EPORT DEVELOPMENT, MR. DESPRES.

E.O. 11652: N/A

TAGS: BTIO, KS

SUBJECT: JOINT VENTURE OPPORTUNITY: INTERNATIONAL BUSINESS

MAGAZINE: OPPORTUNITY NO. 1-77-002

REF: A. STATE A-163

B. SEOUL 1055

1. MR. CHANG, KANG-JAE, PUBLISHER OF THE HANKOOK ILBO AND THE KOREA TIMES, (14 CHUNGHAK-DONG, CHONGRO-KU, SEOUL 110, KOREA; PHONE: 72-4945 OR 72-4151; TELEX: HKLBO K2244S) HAS EXPRESSED INTEREST IN PRINTING AND PUBLISHING THE INTERNATIONAL BUSINESS MAGAZINE FOR KOREAN DISTRIBUTION. MR. CHANG WISHES TO ESTABLISH CONTACT WITH MR. DESPRES, CONCERNING SUBJECT BUSINESS PROPOSAL.

2. HANKOOK ILBO IS AN INFLUENTIAL DAILY NEWSPAPER PUBLISHED IN KOREAN, AND THE KOREA TIMES IS ONE OF TWO ENGLISH PAILY NEWSPAPERS PUBLISHED IN KOREA. THE HANKOOK ILBO COMPANY ALSO PUBLISHES THE SEOUL KYUNGJAE, ECONOMIC DAILY NEWSPAPER; THE DAILY SGORTS; THE CHILDREN'S TIME; THE WEEKLY HANKOOK; AND THE WOMEN'S WEEKLY, ALL IN KOREAN. THE HANKOOK ILBO CO. IS OWNED BY A KOREAN STAATESMAN, MR.
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KEY-YOUNG CHANG. MR. CHANG ALSO SERVES AS A KOREAN NATIONAL ASSEMBLYMAN AND AS A MEMBER OF THE INTERNATIONAL OLYMPIC COMMITTEE.

3. MR. KIM, JONG-KI, PRESIDENT, EASTERN MEDIA, CPO BOX 7858, SEOUL 100, KOREA; PHONE 70-9903, CALLED AT EMBASSY AND ALSO REVIEWED SUBJECT INVESTMENT PROPOSAL. MR. KIM HAS EXPRESSED

INTEREST IN CONSIDERING PUBLISHING THE MAGAZINE FOR LOCAL DISTRIBUTION. MR. KIM WISHES TO CONTACT MR. DESPRES TO SEEK INFORMATION CONCERNING THE PROCEDURES INVOLVED AND THE TERMS OF CONTRACT. EASTERN MEDIA IS A SMALL AND PRIVATE BUSINESS FIRM AND PERFORMS THE FOLLOWING: TYPESETTING AND EDITING, ADVERTISING COPY WRITING, COMMERCIAL ART PRODUCTION, PROFESSIONAL TRANSLATIONS, AND PRINTING SERVICES.
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Message Attributes

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